

# Los Angeles Promise Zone

*Supporting People in Place*

Presentation to:

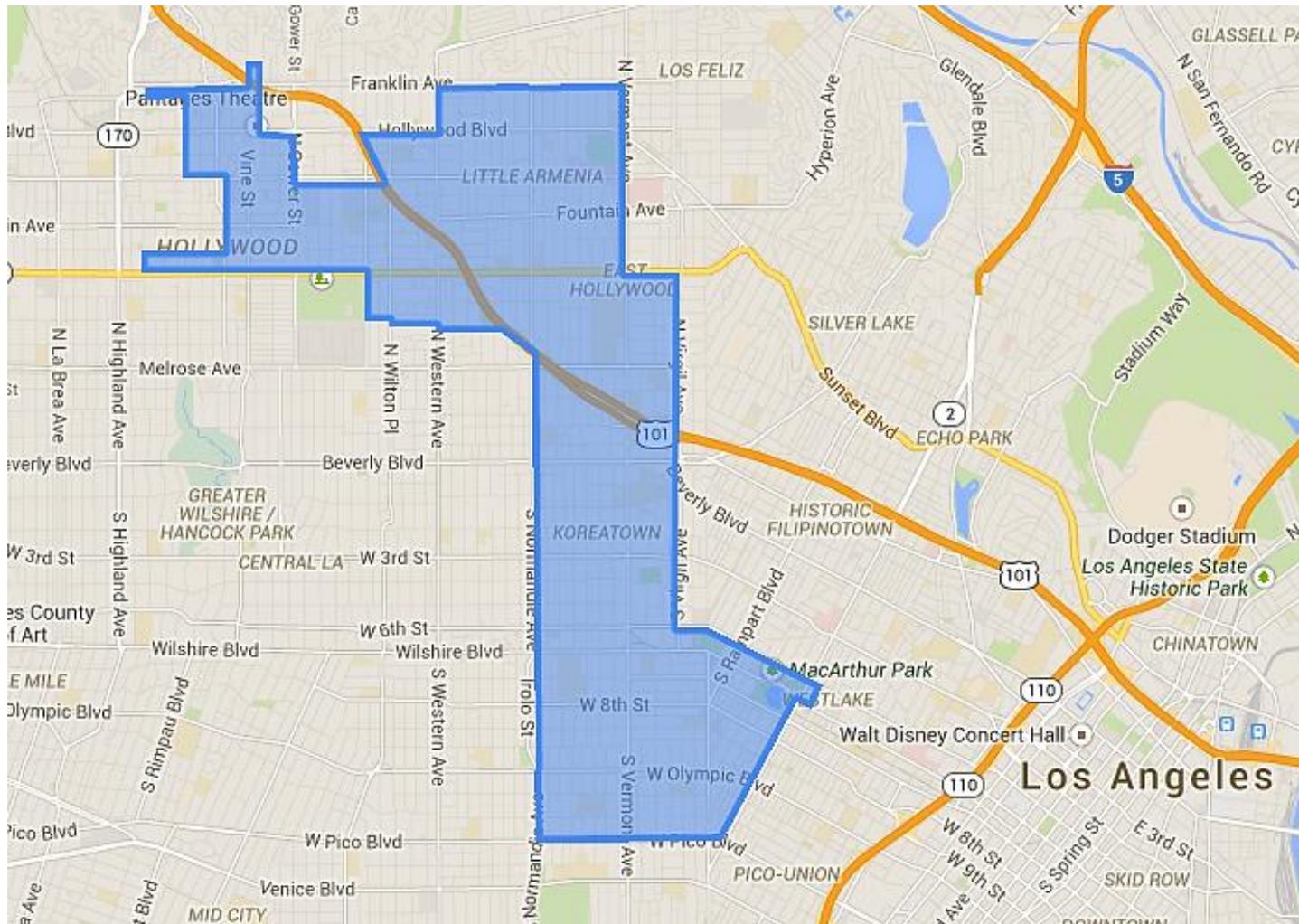
California Opportunity Zones and  
Promise Zones Webinar

**November 12, 2019**

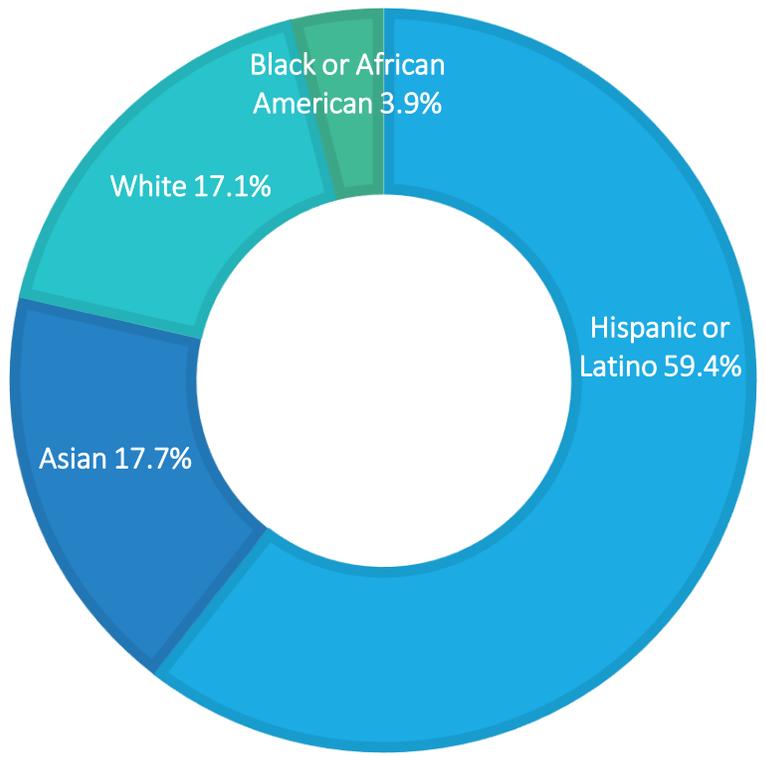




# LA Promise Zone Communities



## POPULATION BY RACE

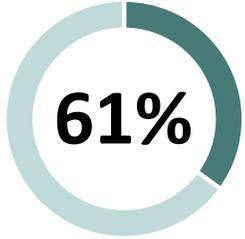




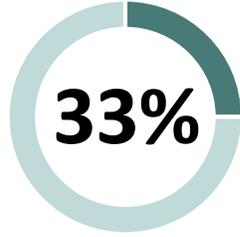
# LA Promise Zone Demographics



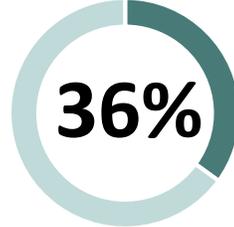
PROMISE ZONE  
POPULATION  
173,935



OF POPULATION  
LIVES IN **POVERTY\***



OF HOUSEHOLDS  
EARN **LESS THAN**  
\$20,000 PER YR



OF THOSE 25 YRS OF  
AGE & OLDER DO  
NOT HAVE A HIGH  
SCHOOL **DIPLOMA**



**15%**  
DROPOUT RATE,  
WHICH IS OVER  
**TWICE THE**  
NATIONAL  
AVERAGE



OF RESIDENTS  
ARE  
**UNEMPLOYED**



OF FAMILIES  
ARE **RENT**  
BURDENED\*\*



OF POPULATION WERE  
**BORN OUTSIDE OF**  
THE UNITED STATES

\*Defined as living 185% below the federal poverty line

\*\*Defined as paying more than 30% of household income on rent



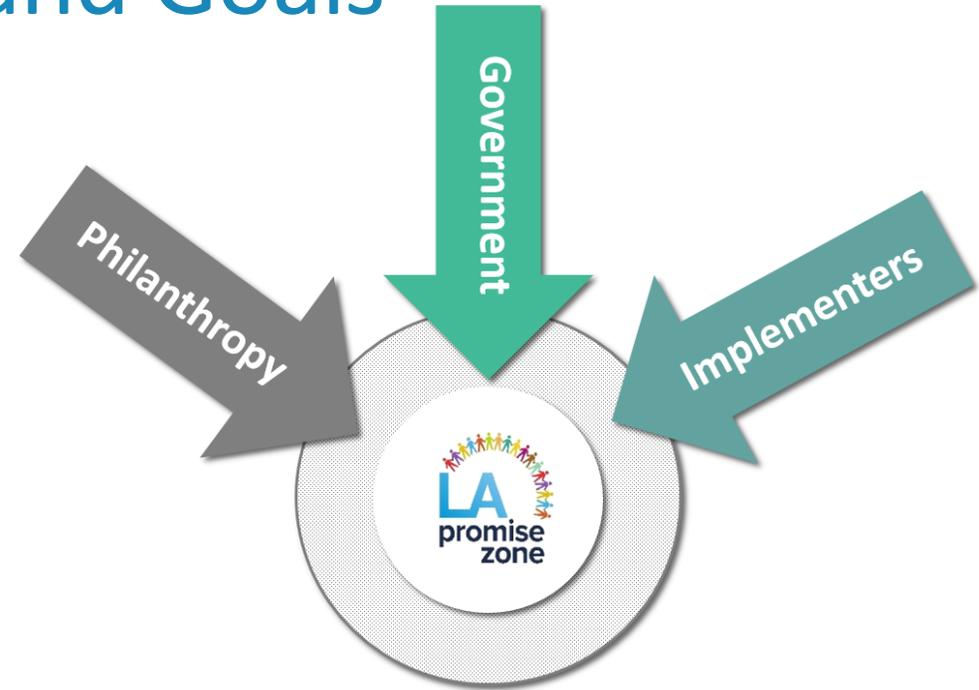
# LA Promise Zone Mission and Goals

## MISSION

The Los Angeles Promise Zone is focused on creating a **collective impact** project that targets resources to create jobs, boost public safety, improve public education, and stimulate better housing opportunities for residents and neighborhoods.

## GOALS

-  Create Economic Opportunity
-  Improve Educational Opportunities
-  Make Our Neighborhoods Safe
-  Build Equitable, Livable and Sustainable Communities



## PHILANTHROPY

- Provides financial & technical support for strategy development
- Operating support for implementers
- Capacity building

## GOVERNMENT

- Shapes implementation through planning
- Service delivery & capital improvements

## IMPLEMENTERS

- Deliver projects & services day to day
- Involve residents & other stakeholders consistently
- Gather & report performance data



# LA Promise Zone Partners

## AFFORDABLE HOUSING

ArtSpace  
The Actor's Fund  
Hollywood Community Housing Corporation (HCHC)  
Korean Churches for Community Development (KCCD)  
Local Initiatives Support Corporation (LISC)  
McCormack Baron Salazar (MBS)  
Partnering for Change (PFC)  
Pico Union Housing Corporation  
PATH Ventures  
St. Anne's

## ECONOMIC DEVELOPMENT

Archdiocesan Youth Employment Services (AYE)  
Central City Neighborhood Partners (CCNP)  
DreamFutures Institute  
GO! Goldman Organization  
Koreatown Youth and Community Development (KYCC)  
Los Angeles Area Chamber of Commerce  
MCS Hollywood WorkSource Center  
OperationHOPE, Inc. (HOPE)  
Pacific Asian Consortium in Employment  
Peru Village LA  
Thai Community Development Center (Thai CDC)  
The Mission Continues

## CIVIC PARTICIPATION

Central Hollywood Neighborhood Council (CHNC)  
East Hollywood Neighborhood Council (EHNC)  
Pico-Union Neighborhood Council (PUNC)  
Salvadoran American Leadership & Educational Fund (SALEF)

## EDUCATION

826LA  
The Actor's Gang  
Alma Community Outreach  
ArtworxLA  
Boys and Girls Club of Hollywood  
City Year  
Communities in Schools  
Create Now  
Earth Echo International  
First 5 LA  
GEAR UP 4 LA  
The Harmony Project  
Heart of Los Angeles (HOLA)  
L.A.C.E.R Afterschool Programs  
Los Angeles Philharmonic  
Los Angeles Community College District  
Los Angeles County Office of Education  
Los Angeles Unified School District  
P.F. Bresee Foundation  
SIATech, Inc. Charter High School  
Spark  
UCLA Community Based Learning Program (CBL)  
USC Sol Price Center for Social Innovation  
Youth Policy Institute (YPI)

## GOVERNMENT

Los Angeles City Attorneys Office  
Los Angeles County

## HEALTH AND WELLNESS

Aviva Family and Children's Services  
Children's Hospital Los Angeles  
Children's Institute Inc. (CII)  
Clínica Romero  
Friends of the Hollywood Central Park (FHCP)  
Global Green USA  
Hollywood Beautification Team (HBT)  
Levitt Pavilion Los Angeles  
Los Angeles Contemporary Exhibits  
Los Angeles Food Policy Council  
Los Angeles LGBT Center  
Los Angeles Neighborhood Land Trust  
Los Angeles Universal Preschool  
People Assisting the Homeless (PATH)  
People for Parks  
Prevencion y Rescate (Prevention & Rescue)  
SOS Mentor  
Sustainable Economic Enterprises of Los Angeles  
Trust for Public Land  
Up2Us Sports  
Visionary Youth Center

## LEGAL

Central American Resource Center (CARECEN)  
Public Counsel



# LA Promise Zone Leadership Council & Working Groups

City of Los Angeles  
Mayor's Office of  
Economic Opportunity  
is the Lead Agency for  
the Los Angeles Promise  
Zone

**LEADERSHIP COUNCIL**  
Oversees the progress & implementation of the partnership strategies, promotes activities & projects, helps identify funding opportunities, evaluates & recommends prospective partners.

**WORKING GROUP FACILITATORS**

**WORKING GROUPS**  
Identifies community challenges, identifies concrete strategies & efforts, applies for funding & implements strategies, and tracks results.

**ECONOMIC ACTIVITY**

**EDUCATION**

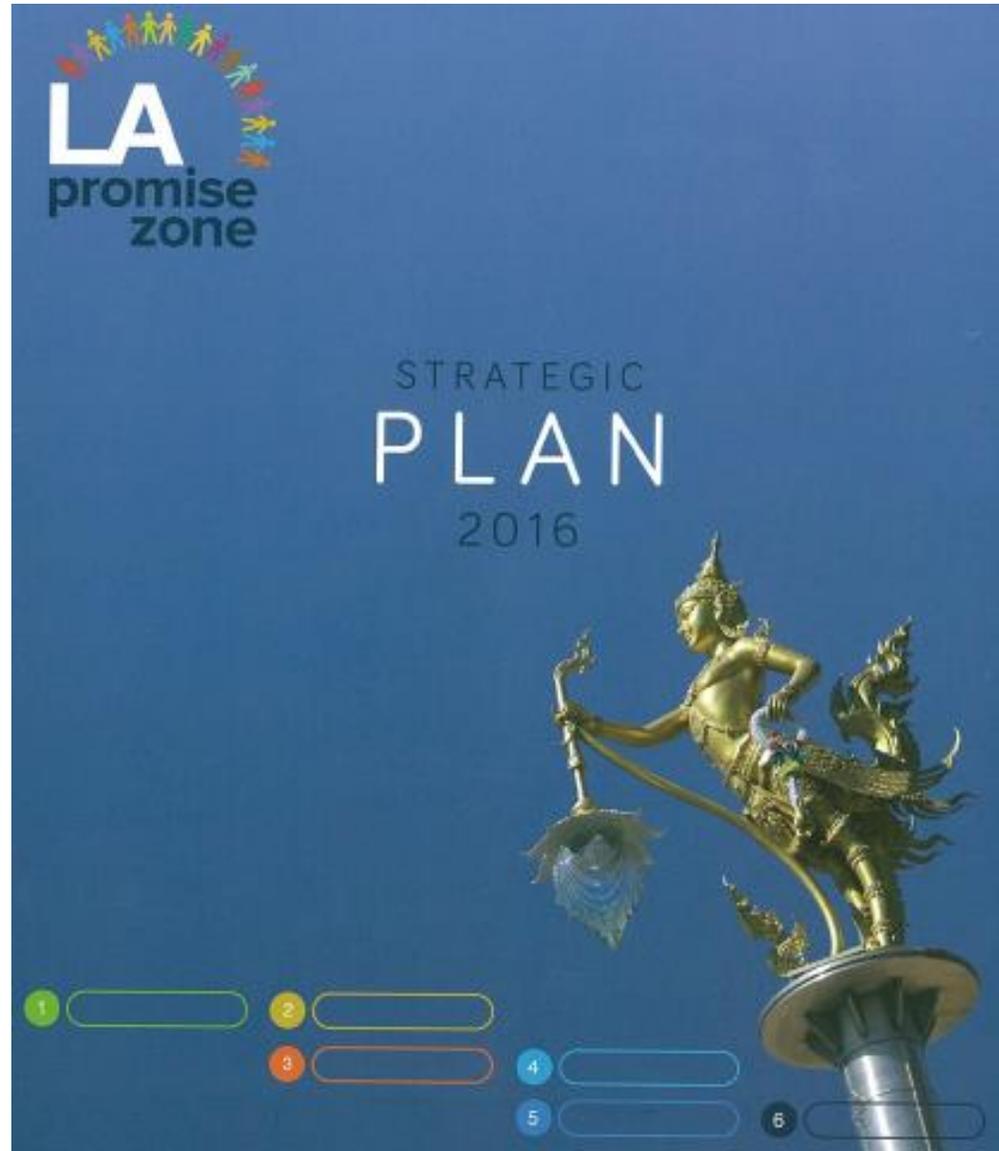
**NEIGHBORHOODS**

**PUBLIC SAFETY**

The purpose of the Working Groups is to accomplish the four goals of the Promise Zone by developing and implementing strategies and programs.



# LA Promise Zone Strategic Plan





# LA Promise Zone Strategic Plan – Strategic Objectives

1	Create Economic Opportunity	<ul style="list-style-type: none"><li>• Employ innovative economic development strategies</li><li>• Strengthen job training and placement programs</li><li>• Support small businesses and entrepreneurs</li><li>• Support family success</li></ul>
2	Improve Educational Outcomes	<ul style="list-style-type: none"><li>• Improve school-readiness</li><li>• Improve grade promotion and graduation rates at all levels</li><li>• Improve student preparedness for college and career</li><li>• Increase college readiness, enrollment, and graduation</li></ul>
3	Make our Neighborhoods Safe	<ul style="list-style-type: none"><li>• Address public safety and quality of life concerns</li><li>• Provide gang prevention and intervention services</li><li>• Promote safe routes to school</li></ul>
4	Build Equitable, Livable & Sustainable Communities	<ul style="list-style-type: none"><li>• Reduce and end local homelessness</li><li>• Preserve, maintain and expand supply of affordable housing</li><li>• Focus resources on sustainable neighborhood infrastructure</li></ul>



# LA Promise Zone Strategic Plan – Strategic Objectives

5	<b>Build Accountability and Communication Systems</b>	<ul style="list-style-type: none"><li>• Facilitate internal team communications</li><li>• Identify community needs and gaps in services</li><li>• Develop and maintain relevant metrics and initiative score card</li><li>• Engage in relevant research, program design and implementation</li></ul>
6	<b>Engage Stakeholders</b>	<ul style="list-style-type: none"><li>• Develop communication tools and strategies for external audiences</li><li>• Provide staff support for working groups and leadership council</li><li>• Leverage the expertise and success of partner organizations to benefit the Partnership and Initiative</li><li>• Involve every neighborhood in the LA Promise Zone</li></ul>

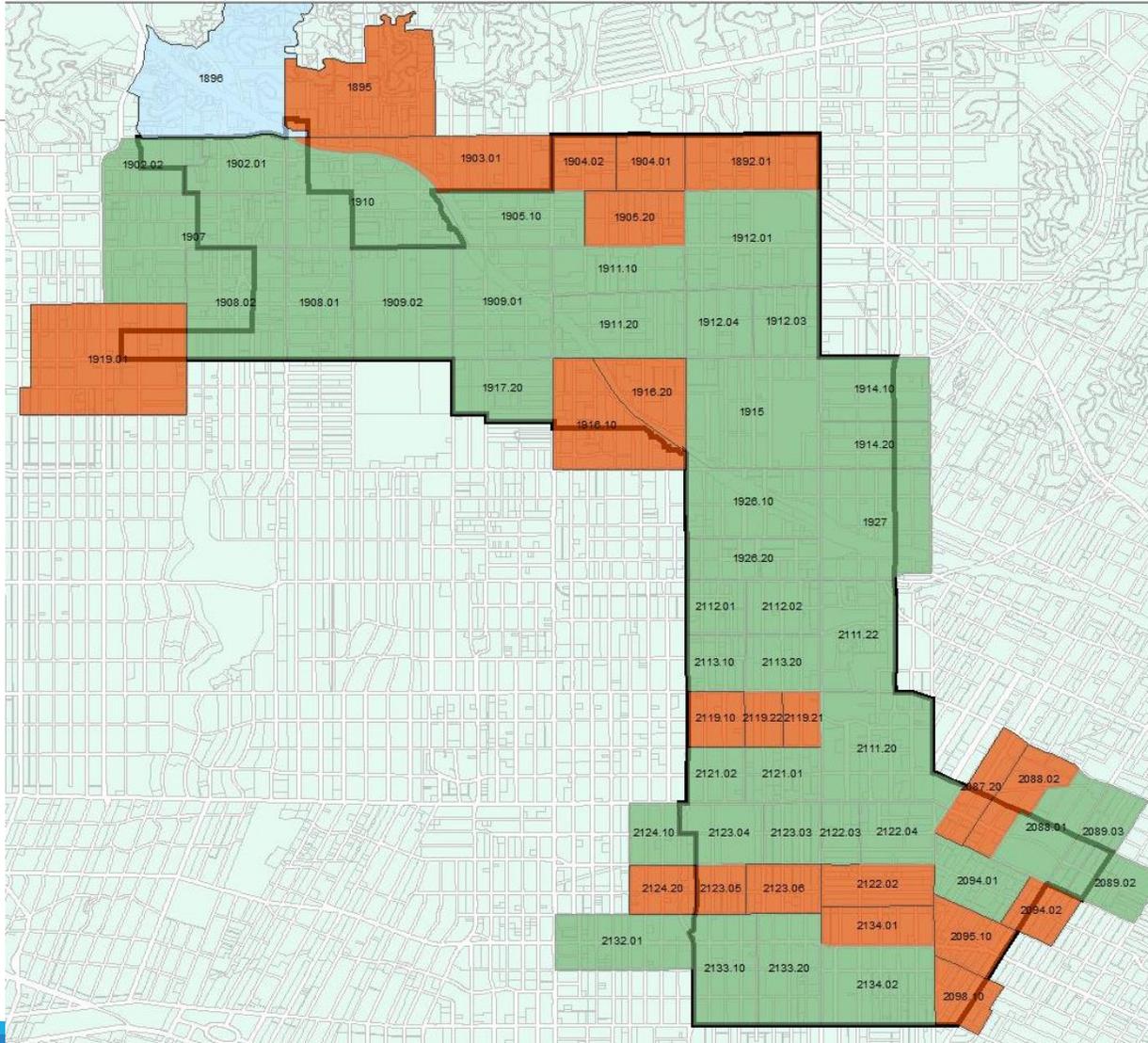


# LA Promise Zone Major Accomplishments

- Awarded 67 Federal Grants for over \$310 million
  - Awards from 14 Federal Agencies
  - Awarded to 25 different LA Promise Zone Partners
  - Over 82% in Funding Awarded to Different LA Promise Zone Partners
- 4 Working Groups; 3 Task Forces (Early Childhood Education, HomeZone; Data and Evaluation) and Myriad of Action Planning Teams
- Working Groups create and have implemented Action Plans Annually focused on collective action
  - Community Foods Project
  - Digital Connections for Seniors
  - Addressing Overcrowded and Substandard Housing Conditions
  - Community Based Crime Reduction in High Crime Park
  - And Many More
- Grew Collective Impact from 49 Partners to Over 75 along with more than 80 Supporting Organizations
- Comprehensive Data and Evaluation Framework
- Significantly improved Education outcomes (High School Graduation rates, College Readiness and College Acceptance Rates)



# LOS ANGELES PROMISE ZONE



## Opportunity Zones

LA Promise Zone has 65 Census Tracts

- 64 of the 65 LAPZ Census Tracts were Eligible Low Income Community (LIC) Census Tracts (Eligible for OZ)
- April 9, 2018 **US Treasury approved** California Governor's Submission of **42** of 64 Eligible LIC Census Tracts and 5 adjacent OZs = **47**
- 8,764 OZ in Nation
- 879 in California
- 274 in Los Angeles County
- 193 in City of Los Angeles
- 42 in LA Promise Zone (more than 17 states or US Territories)



### Los Angeles Promise Zone Opportunity Zone Principle Statement

The Los Angeles Promise Zone is a collective impact using a holistic approach to create economic opportunity, improve education, boost public safety and build sustainable, livable communities in Central LA. Our cross-sector partnership empowers our culturally diverse communities by aligning efforts and resources to support family success. Our work recognizes the importance of high performing schools and quality educational programs, public safety, housing affordability, and economic opportunity as essential elements of healthy neighborhoods.

The LA Promise Zone Leadership Council is excited about the potential for Opportunity Zone Tax incentives to be a powerful catalyst for community development and we look forward to working closely with developers, investors, and community stakeholders to ensure that resources advance equitable, sustainable change in our communities. We believe in a vision of development that builds livable communities where all residents have access to affordable housing, diverse transportation options, improved streets and sidewalks, green and public spaces, community assets and culture, and family supportive services. We believe that a thriving economy is one where people have the opportunity and resources to move up the economic ladder.

To advance this vision, the Los Angeles Promise Zone Leadership Council prioritizes guiding Opportunity Zone investment to ensure that incoming capital functions to alleviate poverty, improve quality of life for low-income families in our communities, and promote equitable development without displacement.

**1** We prioritize creating jobs for community members in the neighborhoods we serve and represent. These jobs should pay a living wage, with opportunities for advancement. We encourage projects to connect community members to workforce development services, particularly those targeted to our most vulnerable community members, including veterans, people experiencing homelessness, formerly incarcerated people, people with disabilities, and transitional-aged youth.

**2** We prioritize preserving and increasing the amount of affordable housing within the LA Promise Zone. It is our hope that Opportunity Zones incentives will be a tool to support the success of affordable housing developments facing rising costs during planning. We encourage projects to connect low-income families in the LA Promise Zone to services to ensure they are aware of and equipped to apply for housing in these units.

**3** We prioritize expanding locally-owned small businesses within the LA Promise Zone. We know that local ownership of businesses creates jobs, cultivates a sense of place, and promotes investment in community institutions such as schools, parks and cultural centers.

1. Creating Jobs
2. Preserving and Creating Affordable Housing
3. Expanding Locally-owned Small Businesses



# For More Information

## LA Promise Zone Federal Community Liaison Contact

Erich Yost

LA Promise Zone Federal Community Liaison

**U.S. Department of Housing and Urban Development**

Phone: 213.534.2644

Email: [erich.m.yost@hud.gov](mailto:erich.m.yost@hud.gov)





# Connect With Us

LA Promise Zone Office

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Email: [lapromisezone@lacity.org](mailto:lapromisezone@lacity.org)

Website: [www.lapromisezone.org](http://www.lapromisezone.org)

Email us to sign-up for the [LA Promise Zone Newsletter](#) and to receive updates about federal grant opportunities.

Follow us on social media @LAPromiseZone

